



SCAPPOOSE

Oregon

Thursday, July 20, 2023

ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

Regular meeting at 12:00 pm

This meeting will be held in a hybrid format. Please submit public comment to Associate Planner N.J. Johnson at njohnson@scappoose.gov or in writing to Scappoose City Hall (33568 E Columbia Ave; Scappoose, OR 97056) by July 19, 2023 at 5:00 pm. Public comment can also be made verbally at the beginning of scheduled meetings.

Topic

- | | | |
|-----------|--|-----------------|
| 1. | Call to order | 12:00 pm |
| 1.1. | Approval of Agenda: July 20, 2023 | |
| 1.2. | Approval of Meeting Minutes: June 15, 2023 | |
| 1.3. | Public Comment | |
|
 | | |
| 2. | New Business | 12:10 pm |
| 2.1. | Election Chair & Vice Chair | |
| 2.2. | Check-in Downtown Overlay Code Changes
N.J. Johnson & Laurie Oliver Joseph, City of Scappoose | |
| 2.3. | Discussion August 7, 2023 Joint Urban Renewal Agency Meeting | |
| 2.4. | Vote Cancel August 17, 2023 EDC Meeting | |
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 | | |
| 3. | Announcements | 1:25 pm |
| 3.1. | Next meetings <ul style="list-style-type: none">• August 17, 2023 at 12:00 pm (if meeting not canceled)• September 21, 2023 at 12:00 pm• October 19, 2023 at 12:00 pm | |
| 3.2. | Upcoming Events <ul style="list-style-type: none">• Urban Renewal Agency/Economic Development Committee Joint Meeting<ul style="list-style-type: none">○ Monday, August 7, 2023 at 6:00 pm | |
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 | | |
| 4. | Adjourn | 1:30 pm |

This meeting will be conducted in a handicap accessible room. If special accommodations are needed, please contact City Recorder, Susan Reeves at 503-543-7146, ext. 224 in advance. TTY 1-503-378-5938

City of Scappoose • 33568 E Columbia Ave • Scappoose, OR 97056 • 503-543-7146 • www.scappoose.gov



Economic Development Committee Meeting Minutes

Scappoose City Hall, 33568 E Columbia Ave., Scappoose, OR 97056

June 15, 2023 12:00 – 1:30 pm

Disclaimer: These minutes are intended to summarize the conversations that took place in this meeting rather than provide a full transcript. Anyone wishing to view the full conversation can find a recording of this meeting on YouTube at: <https://youtu.be/8WqCHYM77D4>

Attendees: Chair Christine Turner, Vice Chair Brian Rosenthal, Paul Fidrych, Sean Findon, David Sideras, Karl Fenstermaker, Andrew LaFrenz, Wela Negelspach, Rand Brown, Nancy Ward, Heidi Ralls, Jeff Weiss, N.J. Johnson, Laurie Oliver Joseph, Mayor Joe Backus

Absent: George Hafeman

1. CALL TO ORDER

The meeting was called to order at 12:01 PM by Chair Christine Turner.

1.1 Meeting Agenda

Vice Chair Brian Rosenthal made a motion to approve the May 11, 2023 agenda. David seconded. The motion passed unanimously.

1.2 Meeting Minutes

David: I have a comment on the minutes. I'd like to change the format of them because they are presented as a transcript, which would lead one to believe that everything that's said in the meeting is captured in the minutes. I feel there were some emotions from last meeting that aren't captured here.

NJ: As a result of the staff time it takes, the City as a whole is transitioning away from transcript style minutes and going more to a meeting notes type of expectation. Due to a number of circumstances, I had to provide transcript style minutes for the April 20, 2023 EDC meeting and it was over 20 pages and took me over 7 hours to complete. This isn't something staff has the time to do every month for every meeting.

Vice Chair Brian Rosenthal: NJ, isn't the meeting recording available online?

NJ: That's correct.

Chair Christine Turner: That should be sufficient then.

Vice Chair Brian Rosenthal: I agree.



Paul: Moving forward, can we put the link to the meeting recording in the minutes document?

NJ: That's reasonable. You could make a motion to approve the minutes with the link added.

Paul: I move to approve the May 11, 2023 minutes with the YouTube link added to these minutes and every minutes document for EDC going forward.

Sean: I second.

The motion passed unanimously with no abstentions.

David: I know the minutes are meant to capture a flavor of everything but I feel there were several omissions.

NJ: Objections to the minutes need to be made when you're considering approval of the minutes.

Vice Chair Brian Rosenthal: Do you have a specific list of items that should've been included?

David: No.

Vice Chair Brian Rosenthal: Given that we don't have a specific list, I think we should just move on given that the YouTube link will be included.

Chair Christine Turner: I agree.

1.3 Public comment

No written or verbal public comment was provided.

2. NEW BUSINESS

2.1 Community Partner Updates

- Columbia Economic Team - Wela
 - Been in meetings with Cascades to discuss next steps and their plans to sell. Collaborating with PCC to help employees transition.
 - CET Branding Project has kicked off and currently in the discovery process interviewing various stakeholders from all corners of the county.
 - Keep it Local Columbia County



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- The new website is up and running. It is free to all businesses and organizations and the hope is to have it be the main directory for the county.
 - Currently working on an app that will tie to the website expanding and enhancing the searchable capability of the website.
- Downtown Destination Workshop
 - About 20 participants from the County consisting of both private and public entities.
 - Action planning sessions had:
 - Pop-up seasonal farmer's market enhancements
 - Mural trail project
 - "Strut with Ease"/downtown walkability initiatives
- City Council - Andrew and Joe
 - Monday, June 19th Council will review the Urban Renewal Agency budget.
- Columbia County
 - *No update provided.*
- OMIC R&D
 - *No update provided.*
- PCC OMIC - Rand
 - Hosting a hiring event for Cascades employees who have lost their jobs due to the closing.
 - Hiring a Student Outreach Coordinator.
 - Discover Manufacturing class is starting this month.
 - Columbia Works internship starting July 1st.
 - The Fab Lab is up and running.
- Port of Columbia County - Nancy
 - The Port has a new Finance Director.
 - We worked with NJ and the City to film some of the airplanes arriving and departing the Scappoose Airport.
 - Working on through the fence arrangement with incoming development surrounding the Airport.
 - Nick Sorber was recently elected and is our newest Port Commissioner.
- Columbia River PUD - Heidi
 - The Board will consider a \$2,000 grant for Movies in the Park on Tuesday.
 - The Board will consider authorizing us to go out to bid for a sidewalk on East Columbia Avenue.
- Scappoose Public Library - Jeff
 - All six electric vehicle chargers are running and in use.
 - Summer reading starts Saturday. We are expecting 600-650 kids participate.



- Movies in the Park is in August.
 - PSU has helped us make available GIS software to anyone interested in making maps of Columbia County.
 - 20 participants in the walking program.
- City of Scappoose - Laurie and NJ
 - Signed the final construction plans for the Food Cart Pod.
 - 37-lot residential Subdivision going to Planning Commission on June 22nd.
 - Received an inquiry meeting application for a 24-unit apartment complex off Seely Lane.
 - Received a pre-application conference application for a 3-restaurant complex. The only one that they have confirmed to us is Taco Bell.
 - Peak Performance Gym is officially open now.
 - Pre-application conference for a private storage unit is scheduled for June 29th.
 - Next 50-Year Plan Committee meeting is on August 1st. We'll be looking at land use efficiency measures, Comprehensive Plan amendments, and possible areas to rezone. Meeting after that will look into a potential UGB expansion.
 - Filmed most of what we need for community video on May 23-25. We will continue filming June 20th to get areas that have a lot of people since school will be out then.
 - Urban Renewal Agency meeting will be on August 7th to establish criteria for the Urban Renewal grant program.
 - Working with Columbia River PUD, Columbia Economic Team, and Port of Columbia County on an industrial marketing brochure to advertise the County's available and buildable industrial land. CET maintains an industrial land inventory.

Paul: I'd like for us to think about something in terms of economic development. We have a lot of strip mall style restaurants along Highway 30 that don't have a lot of character. This 3-restaurant development just adds to that. Is that what we want our town to look like from a vision perspective? Also, how do other cities suspend this type of development?

Laurie: The City doesn't have the ability to tell private landowners what they can and cannot build with that level of specificity. It's possible that these cities you mention are purchasing property and then dictating what goes there that way.

Paul: We could prohibit restaurants with driveways. My question is do we want to?

Vice Chair Brian Rosenthal: I think it's premature because we don't yet have enough variety. Some more food options would help keep people here instead of going to Portland or Hillsboro on the weekends. I'm also just nervous about adding layers of



government. We could look into some architectural standards but we want to have an open atmosphere for business and I think this pushes us in the wrong direction.

Jeff: These fast food restaurants keep coming here because of the demand of drive-through traffic. Every single restaurant in town with a drive-thru is full at all hours of the day.

Chair Christine Turner: How and when should we discuss this?

Laurie: It would be an amendment to the Scappoose Development Code and we could discuss it at any time.

Vice Chair Brian Rosenthal: There are already restrictions on drive-thru restaurants and ODOT would be involved.

2.2 Update on Destination Downtown: Columbia County

Wela: There was a lot of great ideas and collaboration from all communities within Columbia County. Some ideas that rose to the top were a pop-up market, murals in downtown, and increasing walkability. If you attended, please complete the survey. What did those of you who attended think of the event?

Chair Christine Turner passed out a summary of the Destination Downtown event. This will be attached to these minutes as an appendix.

Chair Christine Turner: It was great. Both days were very well attended and it was nice to see all of the different cities working together.

Laurie: Are these identified projects that might receive funding?

Wela: That is our hope.

NJ: I thought it was a great event. My biggest take-home impression was that the projects and initiatives that we identified are all more within reach in terms of cost and capacity than downtown development is usually regarded as.

Paul: How can Scappoose get in on some of the grant funding that's been going out to cities by Main Street Oregon?

Laurie: Essentially, we would need a local non-profit to act as the main street coordinator since this typically isn't done by City staff. We're part of the Main Street program but we're the lowest tier so we can't apply for most grants.

Wela: To get to the higher levels, Scappoose would have to have a higher number of historic buildings.

Laurie: We don't have many.

Paul: The City of Sandy recently started a grant for outdoor dining where the restaurants have to fit the Sandy look and feel. How can we do that?



Laurie: First, we need a funding source. Then, we need to evaluate if that would work here. For instance, we would want to look at our sidewalk width and building orientation. At least at one point, this Committee had a budget to support various projects like this. I can look into the EDC's current budget and get back to you.

2.3 Update on Branding RFP

NJ: Staff will be presenting a draft scope of work for the branding project RFP on August 21st. It will incorporate the ideas we've gathered from the multiple EDC and Council meetings we've had on this topic for Council's feedback. We have been directed by Council to move a little faster than originally planned, which means we will be getting a consultant team on board and kicking off the project sooner.

2.4 Downtown Overlay Standards

NJ: I want to give an overview of what the Downtown Overlay is, where it is, how we apply it, and what policies are currently on the books. Every city zone has permitted uses and dimensional requirements that regulate development. The Downtown Overlay acts like a zone that takes precedent over the underlying zone. The overall purpose of the Downtown Overlay is to create a safe, walkable, and attractive hub for consolidated commercial activities. The Downtown Overlay is primarily situated west Highway 30 along NW/SW 1st Street between EM Watts Rd. & Scappoose Vernonia Hwy and then east of Highway 30 along NE/SE 1st and 2nd Streets between NE Williams and SE Santosh & along E Columbia Ave. to NE 4th St./West Lane Road. The Downtown Overlay has a number of design and aesthetic standards in your packets.

Chair Christine Turner: Is it possible to enforce the Downtown Overlay standards on existing buildings?

Laurie: There are triggers that enforce these. For instance, if a building has major alterations, they would have to comply.

Vice Chair Brian Rosenthal: As someone who's built in the Downtown Overlay and been part of recent revisions to the Code, please don't go too far as to make it too expensive to develop. Also, there are already provisions that allow for reduced parking and I would encourage us to not go any further.

NJ: When you all go to a downtown area you like, what is it that you like about it?

David: Every building in Bologna, Italy is required to have a portico in the front. Amsterdam has canals. In general, scale of the building, creating an inviting environment, having rest areas that don't attract nuisances, and close to sidewalks.

Chair Christine Turner: I like things that make a downtown attractive like flowers, signage, and businesses that would bring me to the area.



Karl: I like when sidewalks have a planter strip between the walking area and the road. It makes me feel safer about my kids.

Sean: I like having options. Outdoor dining, indoor dining, comedy clubs all within a 3-4-block radius.

Paul: I agree with what's been said.

David: There are some unintended consequences with this kind of code work. For example, having very transparent windows against someone running on a treadmill or by a bathroom door. I'd add a process for a variance from the Code.

Jeff: I'd like to see planned areas where there is no traffic.

Laurie: There were a lot of places in Portland that did that during the pandemic. There isn't really a street near our downtown where that would make sense for Scappoose since the businesses do rely on the areas for parking and arriving customers.

Chair Christine Turner: In the interest of time, I'd like to wrap this up.

Laurie: That works. We can continue this conversation at our next meeting.

David passed out information on the Tualatin Town Center Plan. This can be found here: <https://www.tualatinoregon.gov/planning/tualatin-town-center-plan>

ANNOUNCEMENTS AND NEXT MEETINGS

- Announcements
 - Scappoose Farmer's Market
 - Every Saturday starting May 13th, goes from 9:00 am - 2:00 pm, SE 2nd Street near E Columbia Avenue intersection
 - Urban Renewal Agency/Economic Development Committee Joint Meeting
 - Monday, August 7, 2023 at 6:00 pm
- Next meetings
 - July 20, 2023 at 12:00 pm
 - August 17, 2023 at 12:00 pm
 - September 21, 2023 at 12:00 pm

3. Meeting Adjourned at 1:30 pm.

Columbia County | Evening Event | 5.17.23

The Roof, St. Helens

Attendees (EVENING + DAY-TIME WORKSHOP)

- Rachael Barry, City of St Helens
- Victoria Davis, Big Guy Sport Club and Restaurant
- Kevin Davis, Big Guy Sport Club and Restaurant
- Kim Holmes, City of Scappoose, Councilor
- Dave Lauridsen, Crooked Creek Brewery
- Amara Liebelt, St Helens Main Street Alliance
- Jasmine Lillich, Clatskanie Farmers Market
- Jason Moon, Columbia County SBDC
- Erin Salisbury, GRO St Helens
- Marci Sanders, Big River Taproom
- Sierra Trass, Columbia County Business Alliance
- Christine Turner, Scappoose Economic Development Committee
- Jeffrey Weiss, Scappoose Public Library
- Stephanie Lewis, Travel Oregon
- Brad Hendrickson, St Helens Marina
- Chris Negelsbach, City Engineer, Scappoose
- Holcombe Waller
- Wela Negelsbach, CET
- Paul Vogel, CET

What Are Your Favorite Downtowns

- Camas, WA - Walkability, beautiful, restaurants are open, variation in restaurants and boutiques, movie theater
- Bend, OR - Energy, everyone is outdoorsy, downtown area has a lot of that energy but also has diverse food scene
- Seaside, OR - Walkability, the ocean, good places to eat
- Pendleton, OR - Western feel
- West Linn, OR - Bike path, sparkling water refill area!
- Reno, NV - Easy to get around on any mode, lots of attractions
- Joseph, OR / Lostine, OR - Small towns that take an effort to get to but there's big payoff once you arrive
- Port Townsend, WA - Ferries, historic buildings
- Sandy, OR - Has done a good job of being a highway town, facelifts, people are stopping even if it's not a true downtown
- Sisters, OR
- Ashland, OR - Consistent look and feel

What Is Working

- High quality county parks
- Highway 30 has more EV charges than Highway 26 -- at least 2 charges in every city

- Close views of the river
- A lot of interest in food production from local producers
- Commercial kitchen in Scappoose senior center (dormant)
- Senior center in St Helens looking to rent out commercial kitchen
- Scappoose is getting younger, St Helens demographics are also trending younger
- Sports fields have a lot of use
- Murals (St Helens, Clatskanie)
- Heritage Days (Clatskanie)
- Ranier Days (Ranier)
- Some signature events (Thirteen nights, Halloween Town, AdventureFest, Garlic Festival)
- Good stats on Clatskanie Farmers Market
- High quality farmland (Clatskanie)
- Sand Island developments (free ferry shuttle 7 days a week, campground, camping facilities)
- Local leadership and collaboration are good right now

What Needs to Be Improved

- Promotion -- plenty of things people don't realize exist
- Regional collaboration
- (River) recreation underpromoted, underdeveloped
- Focus efforts more off of Highway 30
- Not a lot of people downtown mid-week
- More food options
- Incubation kitchen or space for pop-ups would be great! --> Commissary kitchen with pop-up restaurant space
- No food options M-W (esp for lunch)
- 80% of Scappoose drives to Hillsboro/Portland
- Not a lot of buildings (Scappoose)
- Lack of lodging (available properties and range of options)
- Opportunity for more public art/murals (Scappoose)
- Fair management fluctuates (volunteers)
- Fair is in unincorporated part of the county so there isn't very good connectivity
- Missing venues for large crowds
- People don't stop on their way to the coast
- Beautification efforts
- Signage directing visitors to assets
- Connection to North Coast Food Trail (going to Clatskanie, but not all of Columbia County)
- Used to be a train from Portland to Astoria, would drop people in different communities
- Connect great beer scenes of Portland and Astoria through Columbia County
- More local fermentation of all kinds!
- Partnerships with private timber companies

- Have good mountain bike trails but hesitation to open them to the broader public

Columbia County | Workshop | 5.18.23

Clatskanie Cultural Center, Clatskanie

LEFTOVERS

- No state parks
- County-wide guide could be helpful -- No collateral to use at Welcome Center
- Really want to see people slowing down.
- Making an App with tourist and resident interface to have businesses and events.

FACILITATED TABLE GROUPS

St. Helens

What's Working Well

- Brewery. Moving into new facilities.
- Klondike - patio activation
- Large-scale downtown developments
- Thirteen Nights (Starting June 1st)
- Downtown getting gateway feature
- Infrastructure for sports tourism

Challenges

- Upcoming downtown construction (parking, intersections)
- Disconnect with events production lead → communication could be better
- Community engagement around tourism (not a very positive narrative)
- Anti-tourism thread in community
- Seasonality of tourism (mainly around major events)
- Community resistance to change
- Lacking food options
- Lack of consistent hours/days
- Lack of as well as a resistance to diversity, equity, and inclusion from a minority of residents
- Not experienced as welcoming to some visitors

Opportunities

- Guides/river outfitters
- John Gumm building – activating large historic building
- Better leverage museum → app for historic walking tour
- On the Lewis and Clark trail
- Getting people downtown with signage
- Additional store-front activation
- Improve connectivity between up/down town
- Food truck pod could be better leveraged as marketing for downtown
- Developing some interpretation materials/kiosks county-wide
- Lots of history/information available

- Connect to other regional stories (Ex: CZ Trail/Pittock Connection)

Clatskanie

What's Working Well

- Momentum*
- Farmers market outreach*
- Community events and entertainment*
- Cultural focus*
- Volunteerism (library, castle, state park, cultural center)
- Collaboration
- Food systems focus/resiliency
- Connected downtown
- Vision of beautification
- Walking trail usage
- Keep It Local CC
- Park Space

Challenges

- Liability issues*
- ODOT*
- Density of small businesses*
- Volunteer burnout*
- Local + visitor engagement communications
- Lottery → shifted food/biz \$s and crowd demographics
- Getting visitors to stop
- NIMBYs
- Limited access
- Speed of Hwy 30 traffic
- Awareness of trails
- Signage/permanent banners ordinance
- Building ordinance
- Competing events

Opportunities

- Beautification*
- Water access + river walk development*
- Agritourism and STRs on farms*
- Historic and cultural tourism*
- Hwy 30 corridor - PDX-Astoria-Beyond
- Dog parks + niche visitors
- Increase shade + canopy cover
- EV chargers
- Wall potential for murals + traffic calming + bulb-outs for roads
- Planter boxes + trash receptacles

- Maintain historic lighting
- Timber/Mtb trail
- Vacancy ordinance
- Community identity
- Bridges + clean-ups
- Calendar
- Newsletter
- Info-sharing

ASSET MAPPING

* denotes top assets

Lodging

Clatskanie

- Clatskanie River Inn*
- Private AirBnBs (Castle, Hideaway)*
- Rivers Edge/Perkins*
- HIP Camp
- Perkins RV

St Helens

- Best Western*
- Sand Island*
- St Helens boat docks (3 nights max)*
- AirBnBs*
- OYO
- Swan house
- Crooked Creek Airbnb
- Bayport (RV Park)
- Airbnb
- St Helens RV Park
- Elks

Scappoose

- Scappoose RV Park
- Creek Inn

Ranier

Private airbnbs/wedding venue
Cascade glamping

NIA

Attractions (Private)

St Helens

- Movie theater*
- live music - Klondike*
- crooked creek events*
- fishing guides*
- Hwy 30 cruise
- Record store
- Spilt Ink
- Liberty Hill
- BR Taproom
- Tap Into Wine
- Eisenshmidt

Clatskanie

- Cornerstone cafe*
- Cherry bomb cafe (opening next weekend)*
- Flowers n Fluff*
- Big Guy Porch
- Perkins Campground
- Food Hub (soon)
- Ampitheater

Ranier

- Movie theater art gallery
- Visitor center (upcoming)
- Birdies delight (upcoming)
- Cherry Bomb Cafe

Attractions (Public)

Scappoose

- CZ Trail*
- Scappoose Bay*

- Heritage Park (movies in the park)*
- Candle
- Veterans Memorial
- Farmer Market
- Adventure Fest
- Chaysman Landing
- Rocky Point
- Heritage Park Fountain
- PCE-OMIC - Fab Lab

St Helens

- Halloweentown*
- 13 Nights*
- Sand Island*
- Waterfront*
- Grey Cliffs Boat launch*
- Historic walking tour
- Nob Hill
- County Museum
- Fairgrounds
- BMX Track
- Pickleball
- Baseball - Softball rec program
- Salmonberry
- Palton Lake

Clatskanie

- Farmers Market*
- Cultural Center/theater/castle*
- Monestary*
- Rivers Edge RV*
- Rainier Days
- Riverfront*
- Riverwalk
- Parks
- Historical museum
- Downtown
- Marina/boat launch
- Beaver boat ramp
- Skate park
- Mountain biking
- Beaver falls
- Heritage Days
- Jones Beach

- Country drives

Ranier

- Riverfront park*
- Rainier Days*
- River walk
- Parks
- Historical museum
- Downtown
- Marina/Boat launch

Restaurants

Scappoose

- Walt's Farm to Table*
- Ixtapa*
- Sims*
- Longfellows*
- Cathedral Coffee*
- BB Bakery
- Forked
- Fultano's
- Burrito place (express)
- Wigwam
- Pizza vendor
- Dominos
- Rosebud
- Bagel
- McDonalds
- Burger King
- Happy Garden
- Hangry
- Dairy Queen
- Papa Murphys
- Ichapods
- Bamford
- Subway
- Starbucks
- Sweet Knot
- Mogamar

St Helens

- Klondike*
- Plymouth*
- Roof*

- Big River Taproom*
- Crooked Creek *
- Kimbo Spice + associated pod*
- Lotus
- Oriental Cafe
- Hallows
- TNT Thai
- Kozy
- Mister Goosse
- Burrito USA
- Miyako
- Hacienda Las Juanitas
- Pasttime
- Sunshine
- Pour House
- Johnny's
- Village Inn
- El Tap
- Dari Delish

Clatskanie

- Colvins*
- Flowers n Fluff
- Farmhouse Coffee
- Bundeeds
- Fultanos
- Dari Delish
- Crooked Creek

Rainier

- Elemental Eats*
- El Tapatio*
- Cornerstone Cafe*
- Eagles
- Luigis
- Hometown

WALKABOUT FEEDBACK

- Clatskanie has great bones!
- Excited to learn more about it
- Murals are really nice

SHORT-TERM PROJECT BRAINSTORM

Walkability

- Planter boxes
- Trees
- Art walk
- Curb extensions
- Paint crosswalks
- Sidewalk improvements + connectivity
- Bike infrastructure
- Benches
- Lighting (human-scale, stylized)
- Bike lanes
- ADA accessibility additions
- Awnings
- Promoting outdoor seating + sidewalk seating
- Pocket parks

Wayfinding + Signage

- Community points of interest map
- Reduction of signage pollution

- Big Foot wayfinding sidewalk (directions- temporary)

History + Culture

- Historic home tour + Public buildings
- Etch glass (historical and now examples)
- Lewis and Clark National Historic Trail + Indigenous interpretation
- County Heritage Trails

Clean + Safe Projects

- Public and private supported regional downtown cleanups + street cleaning
- Security cameras (all communities)
- Speed trackers (all communities)

Beautification

- Pop-up shops, window wraps in empty building (regional)
- Mural development + mural trail (regional)
- Sculptures (wooden materials) / public art installations (regional)
- Plaza pop-ups (1 per town)
- Tree lighting + tree fruit-bearing selection
- Downtown lighting (business and community)

Diversify Local Business

- Business pop-ups
- Culinary incubator support

Events

- Regional race calendar
- Triathlon
- Wakeboard competition
- Art walks
- St Helens Market pop-up experiment/Main Street Day
- Homemade boat race
- Wishing tree + PNW Book-Reading (off-season)

Food + Culinary

- Farmers market partnerships + support + signs (communication, capacity)
- Farm to restaurant connections/sourcing
- Development of a commissary kitchen
- Restaurant week / Culinary micro events
- Food-specific food festivals

PROJECT VOTING + DESIGN

The group voted on three top projects:

- Mural project + Mural Trail

- Strut w/Ease (Walkability)
- Pop-Up Seasonal Market Enhancements

Project worksheets are available [here](#).

NEXT STEPS

Alexa to send data on STRs and visitation

DESTINATION DOWNTOWN: COLUMBIA COUNTY

100-DAY CHALLENGE - ACTION PLANNING



PROJECT CONCEPT	LOCATION	KEY CONSIDERATIONS
<ul style="list-style-type: none">- Cross promotion + Test Market → Broaden what is a market- Data	<ul style="list-style-type: none">- Scappoose- St Helens- Clatskanie	<ul style="list-style-type: none">- Activate outdoor space- Live Music- Temp shelter- Beer- Inter-market connection

PROJECT NAME: Pop-Up Seasonal Market Enhancement_____

CAPACITY: What staffing needs exist to move this forward? Does this need to be led by a local staff person? Who makes the most sense? Could this be contractor led?

Market manager

Advisory Board

City buy-in

Local vendors

Keep it local (directory + app) passport should be used by this team

EXPENSE ITEM	PROJECTED COST
Live music	\$500 per band
Incubator booth (table, weights, signs)	\$300
Communications/Marketing	\$1,000
Total:	\$

FUNDING NEEDS:

INTERDEPENDENCY:

What inputs from others are needed? Who are the decision makers that need to be engaged in this process for this project concept to move forward? Who will be impacted?

Scappoose/Clatskanie connectivity

Pop-up support

INITIAL ACTIONS:

What three tasks need to happen first to get this started? Given the resources and capacity described today, who can take this on? What milestones could be achieved in a hundred days?

DESTINATION DOWNTOWN: COLUMBIA COUNTY

100-DAY CHALLENGE - ACTION PLANNING



TRAVEL
OREGON

TASK	LEADER	100 DAY MILESTONES
1) 90 day permit		
2) Advisor/volunteer/vendor interest/commitment		
3)		

INTEREST:

Please write your name below if you're interested in being involved. Circle your name if you're interested in taking a leadership role to bring this to fruition

Meagan Fancett

Amaca Liebelt

DESTINATION DOWNTOWN: COLUMBIA COUNTY

100-DAY CHALLENGE - ACTION PLANNING



PROJECT CONCEPT	LOCATION	KEY CONSIDERATIONS
- Planters, signage, trees, safety, accessibility, ODOT/local traffic, lighting, colored/painted streets, diversity of businesses/venues	- Regional	- Cost, approvals, private property approvals, design consistency, intuitive, existing infrastructure, urban heat island

PROJECT NAME: Strut w/ Ease _____

CAPACITY: What staffing needs exist to move this forward? Does this need to be led by a local staff person? Who makes the most sense? Could this be contractor led?

GIS mapping, engineering, local committee representation, grant support, main street alliance

EXPENSE ITEM	PROJECTED COST
Conceptual plan county-wide	\$25,000
Phase one install	\$100,000
Phase two	\$100,000
Phase....	
Total:	\$

FUNDING NEEDS:

INTERDEPENDENCY:

What inputs from others are needed? Who are the decision makers that need to be engaged in this process for this project concept to move forward? Who will be impacted?

- Functional ad-hoc committee/ongoing commitment, city, county, chambers, ODOT?

INITIAL ACTIONS:

What three tasks need to happen first to get this started? Given the resources and capacity described today, who can take this on? What milestones could be achieved in a hundred days?

TASK	LEADER	100 DAY MILESTONES
1) Form a committee	CET	Committee → Concept
2) Seek funding request		
3) Develop concept plan		

DESTINATION DOWNTOWN: COLUMBIA COUNTY

100-DAY CHALLENGE - ACTION PLANNING



INTEREST:

Please write your name below if you're interested in being involved. Circle your name if you're interested in taking a leadership role to bring this to fruition.

- Kris Lillich - virtual as much as possible
- Sarah Johnson
- Brian Fawcett
- Casey Garrett
- N.J. Johnson

DESTINATION DOWNTOWN: COLUMBIA COUNTY

100-DAY CHALLENGE - ACTION PLANNING



PROJECT CONCEPT	LOCATION	KEY CONSIDERATIONS
<ul style="list-style-type: none">- Mural trail- Muralist trainings with local artists- shop/taste/play	<ul style="list-style-type: none">- City-based with county-wide coordination for the trail and leadership- Columbia County	<ul style="list-style-type: none">- Money- Business owner buy-in- Ordinances- Community buy-in

PROJECT NAME: Mural Project + Mural Trail _____

CAPACITY: What staffing needs exist to move this forward? Does this need to be led by a local staff person? Who makes the most sense? Could this be contractor led?

- Mobilize volunteers
- Keep it Local CC/CET
- Scappoose SEDC
- Rainier Ciety

Partners

- Involve school district
- St Helens Main St
- Parks & Rec
- PDX Street Alliance
- 24 murals

EXPENSE ITEM	PROJECTED COST
Murals	\$500/mural x 24
Admin	\$5000
Misc (prep work, fees, community buy-in)	\$20,000
Total:	\$145,000

FUNDING NEEDS:

- Regional Arts and Culture Council
- Funding from Columbia County Cultural Coalition

INTERDEPENDENCY:

What inputs from others are needed? Who are the decision makers that need to be engaged in this process for this project concept to move forward? Who will be impacted?

- CET
- 1 committee (with rep from each city)
- Business/community buy-in

DESTINATION DOWNTOWN: COLUMBIA COUNTY

100-DAY CHALLENGE - ACTION PLANNING



- Artists
- If there is an ordinance

INITIAL ACTIONS:

What three tasks need to happen first to get this started? Given the resources and capacity described today, who can take this on? What milestones could be achieved in a hundred days?

TASK	LEADER	100 DAY MILESTONES
1) Establish leadership + committee		- Approach CET
2) Pursue funding		
3) Get murals identified		

INTEREST:

Please write your name below if you're interested in being involved. Circle your name if you're interested in taking a leadership role to bring this to fruition.

- Debbie
- Christine
- Jasmine
- Scott
- Sierra
- Joe B.